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# UA68/13/5 Update

Kelly Thompson Chapter, Public Relations Student Society of America

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October 21, 1993

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**UPDATE**  
is your  
source of  
information  
about current  
events of the  
Kelly  
Thompson  
Chapter  
of the  
Public Relations  
Student  
Society of  
America.

# U·P·D·A·T·E

## Kelly Thompson Chapter competes in Halls/PRSSA Campus Challenge

*By Dora Epley*

Music and cough drops are not a very common match. But, the Kelly Thompson chapter has united Halls Menthol-Lyptus and PRSSA for the 1993 Halls of Music Contest.

The Halls of Music Contest was designed by the Warner-Lambert Company and Golin/Harris Communications to increase consumer awareness of the benefits of Halls, to encourage product trial, and to recognize and encourage young talent in the area of music.

The challenge for the PRSSA chapter is to develop a customized publicity campaign to promote and implement the contest on campus. Each proposal will be evaluated by Halls executives who will then choose 15-20 chapters. Each of these chapters will be given \$1000 to execute the program and \$500 for prizes.

Given the handbook of rules and the freedom to choose the type of contest to be held, Dora Epley, coordinator, and Heather Hauer went to work.

Their main objective was to develop a contest that would not only work on this campus, but on any university campus throughout the United States.

After working for over a month, a musical competition was planned that would bring students from WKU and Warren County high schools together. The high schools include: Warren Central, Warren East, Bowling Green and

Greenwood.

The proposed competition will be broken down into two contests. One on Wednesday, Nov. 3 for WKU students and Thursday, Dec. 2 for the high schools. Both contests will be held in Tate Page Hall Auditorium.

A theme was developed to tie the Halls name and the contest together to attract publicity. The theme, "Feel Good about Yourself," was chosen to combine the ideas of education, music and health, which are all attributes that Halls would like to portray.

Entrants will be notified by Oct. 22, of the chapters chosen to execute the program. "Chosen or not, its been a learning experience," said Hauer.

If chosen, more volunteers will be needed to help with the project.

## Upcoming Events...

### October

22 Halls of Music Contest participants announced

### November

3 PRSSA Meeting  
10 Pro-Am Day in Louisville  
13-17 PRSSA National Conference in Orlando  
17 PRSSA Meeting

Meetings are held  
in DUC 349  
at 7 p.m.



## Schoon speaks to PRSSA members

*By Julie Hickman*

Walking Western's hills eight years after graduation brought memories flooding back to Pamela Schoon.

"I haven't thought of Meta-Mold since I left!" she mused when asked about Dr. Blann's infamous Communications case study.

Schoon returned to Western to share her experience in the non-profit dimension of public relations with members of PRSSA Oct. 13. For six years, she has been Director of Public Relations and Development for the Nashville branch of the Salvation Army.

From being a coordinator of blood drives to hosting gala parties for large donators, the graduate said she has organized and participated in practically all aspects of public relations. "You will work harder than you ever have in non-profit," she warned, "but it is a lot of fun!"

According to Schoon, advantages in non-profit work are numerous. Besides having a variety of tasks to complete, you can make wonderful connections and generous salaries as non-profit organizations want and need to hold on to quality people. Plus, "you don't have to wear a dress everyday. I can often come to work in jeans!" she noted.

As for her advice on getting a job, she told students to be persistent and creative. Bringing a portfolio of your work, "nothing that looks like school work though," can be impressive as can a call to your interviewer to thank them for their time.

Schoon ended her discussion by inviting members to contact her if they needed help making connections. "Just tell me you're from Western, and I'll be willing to help."

## PRSSA members to attend Louisville Pro-Am Day

*By Heather Hauer*

Each year, students from WKU and the University of Louisville gather in Louisville for Pro-Am Day. This year, Pro-Am Day will be Nov. 10.

Pro-Am Day offers something for everyone involved. Students get to spend the day shadowing a professional public relations practitioner in the area that they are most interested in and professionals

have the opportunity to meet upcoming public relations students. After a morning of learning, everyone then attends the monthly luncheon meeting of the Bluegrass PRSSA chapter.

Approximately 25 students from the Kelly Thompson Chapter will be traveling to Louisville this year. It promises to be a trip of learning and fun.